

**COLLIER COUNTY
Tourist Development Council**



AGENDA

Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112

October 15, 2024

9:00 AM

Commissioner Rick LoCastro, Chair

Clark Hill, Vice-Chair

Councillor Jared Grifoni

Susan Becker

Laura Radler

Nancy Kerns

Michael McComas

Edward (Ski) Olesky

Council Member Bill Kramer

All interested parties are invited to attend and to register to speak and to submit their objections, if any, in writing to the Council prior to the meeting if applicable. For more information, please contact Jay Tusa at (239) 252-4040. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380. Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time. Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

About the public meeting:

Two or more members of the Board of County Commissioners, Coastal Advisory Committee, City of Naples City Council, and City of Marco Island City Council may be present and participate at the meeting. The subject matter of this meeting may be an item

for discussion and action at future meetings of these Boards.

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Agenda and Minutes

Approval of today's Regular, Consent, and Summary agenda as amended (ex parte disclosure provided by Commission members for Consent agenda.)

4.A. Sept. 17, 2024 TDC Meeting Minutes *(2024-1304)*

5. Public Comment

6. Tourism Director Report

6.A. Tourism Director Update and Tax Collection Report *(2024-1228)*

7. New Business

7.A. Recommendation to authorize expenditure of Tourist Development Tax (TDC) funds for the Clam Pass Maintenance Dredging project in the amount of \$218,876.64 to reimburse the Pelican Bay Services Division for construction and associated engineering, surveying, monitoring and reporting that was paid in advance by Pelican Bay Services Division, authorize the necessary budget amendments, and make a finding that this item promotes tourism. *(2024-1289)*

8. Presentations

8.A. 2024 FBU Top Gun Recap *(2024-1218)*

8.B. Collier Beaches Impacts from Hurricane Helene *(2024-1291)*

8.C. 2024-2025 Marketing Plan *(2024-1599)*

9. Consent Agenda

All Matters listed under this agenda item are considered to be routine and action will be taken by one motion without separate discussion of each item. If discussion is desired by a member of the Council, that item will be moved from the Consent Agenda and considered separately under New Business or Old Business.

9.A. Recommendation to approve the Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 Florida Fastpitch Coaches Convention up to \$1,500 and make a finding that these expenditures promote tourism. *(2024-1215)*

9.B. Recommendation to approve the expenditure of Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 True Lacrosse All Region Games up to \$5,000 and make a finding that these expenditures promote tourism. *(2024-1217)*

10. Old Business

11. Ten Minute Break

12. Marketing Partner Reports

12.A. Marketing Partner Reports *(2024-1288)*

13. Tourism Staff Reports

13.A. Tourism Staff Reports *(2024-1286)*

14. Council Member Discussion

15. Next Meeting Date

15.A. TDC Next Meeting Date November 19, 2024 *(2024-1211)*

16. Adjourn